



SCHEDULE TITLE: Professional Services Schedule

GROUP AFFILIATION: Industrial Group 00CORP

CONTRACT NUMBER: GS-07F-0259V

CONTRACT PERIOD: April 22, 2014 – Apr 21, 2019

CONTRACT MODIFIED ON: Feb. 19, 2010

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at www.fss.gsa.gov

CONTRACTOR: Blue Line Media LLC
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POINT OF CONTACT:
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BUSINESS SIZE: Small Business Concern

CLIENT INFORMATION:

1a. Table of Awarded Special Item Numbers (SINs)

541-1	Advertising Services
541-2	Public Relations Services
541-4A	Market Research and Analysis
541-1000	Other Direct Costs
541-1RC	Advertising Services
541-2RC	Public Relations Services
541-4ARC	Market Research and Analysis
541-1000RC	Other Direct Costs

1b. Lowest Priced Model Number and Price for Each SIN:
(Government net price based on a unit of one)

<u>SIN</u>	<u>MODEL</u>	<u>PRICE</u>
N/A		

1c. Hourly Rates: See below

2. Maximum Order*: \$1,000,000 per SIN

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. Minimum Order: \$100

4. Geographic Coverage: Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

5. Point(s) of Production: Los Angeles CA (Los Angeles County)

6. Discount From List Prices: None

7. Quantity Discount(s): None

8. Prompt Payment Terms: None

- 9.a** Government Purchase Cards are accepted at or below the micro-purchase threshold.
- 9.b** Government Purchase Cards are accepted above the micro-purchase threshold.
- 10. Foreign Items:** None
- 11a. Time of Delivery:** As specified on agency Task Order and mutually agreed
- 11b. Expedited Delivery:** As specified on agency Task Order and mutually agreed
- 11c. Overnight and 2-Day Delivery:** As specified on agency's task order and mutually agreed.
- 11d. Urgent Requirements:** Agencies can contact the Contractor's representative to effect a faster delivery.
- 12. FOB Point:** Destination
- 13a. Ordering Address:**
- GSA Representative
Blue Line Media LLC
800-807-0360 x 700
800-807-0065 (fax)
NonprofitAds@BlueLineMedia.com
11301 W Olympic Blvd Suite 464
Los Angeles, CA 90064
- 13b. Ordering Procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
- 14. Payment Address:** Same as above
- 15. WARRANTY PROVISION:** Not applicable to Professional Services
- 16. EXPORT PACKING CHARGES:** N/A
- 17. Terms and Conditions of Government Purchase Card Acceptance:** accepted at or below the micro-purchase threshold
- 18. Terms and Conditions of Rental, Maintenance, and Repair (if applicable):** N/A
- 19. Terms and Conditions of Installation (if applicable):** N/A

- 20. Terms and Conditions of Repair Parts (if applicable):** N/A
- 20a. Terms and Conditions for Any Other Services (if applicable):** N/A
- 21. List of Service and Distribution Points (if applicable):** N/A
- 22. List of Participating Dealers (if applicable):** N/A
- 23. Preventive Maintenance (if applicable):** N/A
- 24a. Special Attributes Such As Environmental Attributes** (*e.g.*, recycled content, energy efficiency, and/or reduced pollutants): N/A
- 24b. Section 508 Compliance for EIT:** N/A
- 25. Duns Number:** 619034064
- 26. Registration in CCR Database:** Currently Active.

I. ABOUT US

General

Blue Line Media LLC has been helping government agencies communicate vital information about their mission, programs and benefits for over five years. Blue Line Media specializes in helping business and government tell their story through educational outreach campaigns, cause-related social marketing, integrated communications and creative campaigns.

Blue Line Media is a team of subject matter experts that brings an “A” list of talent, expertise and experience plus the much-needed resources to support overloaded government program and acquisition officers. Blue Line Media goes for results - and gets them.

Examples of Work

Examples include advertising campaigns to:

- encourage participation in the 2010 Census in over 175 cities for the Census Bureau
- inform veterans about the suicide prevention hotline in 124 cities for the Dept. of Veterans Affairs
- increase public awareness about the digital television transition in over 75 cities for the Federal Communications Commission
- inform residents of 20 large cities of the availability of the FDIC’s web-based insurance calculator

Blue Line Media helps government agencies enable public understanding, validate the need for their programs, reduce administrative costs and procurement time, and provide marketing expertise at guaranteed pricing.

Blue Line Media is a small business with large clients, which says something about its people and their depth of experience. Blue Line Media is proud of its past performance and Dun & Bradstreet ratings for solid business practices and high quality work.

Capabilities

Blue Line Media's advertising and integrated marketing services include:

- Ad Campaign Creation and Production
- Campaign Measurement and Evaluation
- Cause-Related Social Marketing
- Collateral Design and Production
- Communications Strategy and Execution
- Copywriting and Creative Services
- Direct Mail Campaign Strategy
- Educational Outreach
- Market Research and Analysis – Qualitative, Quantitative, Ethnographic
- Advertising Planning-Selection and Placement
- Media - Including Outdoor/Out-of-Home Planning/Selection and Placement
- Public Relations Strategy and Planning
- Web-Based Marketing Tactics, Including Website Design

Specialization in Outdoor/Out-of-Home Advertising

Blue Line Media specializes in researching and placing outdoor/out-of-home (OOH) advertising media nationwide. Our outdoor advertising inventory includes the following outdoor-out-of-home advertising products:

- Billboards
- Transit
- Buses
- Bus Stops
- Street
- Benches
- Malls
- Airports
- Taxis
- Gas Stations
- Supermarkets
- Convenience-Stores
- Coffee Shops (Coffee Sleeves)
- Bars & Restaurants (Restrooms and Drink Coasters)
- Cash Jackets
- Subways
- Trains/Rail
- Restrooms
- Mobile Billboards

II. PRICING

All pricing current as of 1.1.16 and may change without notice.
Please contact Blue Line Media for current pricing.

SIN	LABOR CATEGORY	GSA RATE (incl. IFF) (per hour)
541-1 541-2 541-4A	Account Executive	\$56.00
	Account Supervisor	\$72.00
	Art Director	\$72.00
	Copywriter	\$56.00
	Creative Director	\$72.00
	Designer	\$56.00
	Media Director	\$72.00
	Production Director	\$72.00
	Production Specialist	\$36.00
	Public Relations Director	\$72.00
	Senior Art Director	\$72.00
	Web Designer	\$56.00

SIN	MEDIUM (Available Nationwide)	DESCRIPTION	GSA RATE (incl. IFF)
541-1000 (Other Direct Costs)	Bus-Transit Advertising, Interior	50 units for 1 month in 1 market	\$2,980.00
		100 units for 1 month in 1 market	\$3,980.00
		200 units for 1 month in 1 market	\$4,980.00
		300 units for 1 month in 1 market	\$5,980.00
		400 units for 1 month in 1 market	\$6,980.00
	Bus-Transit Advertising, Exterior	50 units for 1 month in 1 market	\$19,800.00
	Bench Advertising	50 units for 1 month in 1 market	\$7,800.00
	Bus Stop Shelter Advertising	50 units for 1 month in 1 market	\$19,800.00
	Subway Advertising, Interior/ Rail-Train Advertising, Interior	50 units for 1 month in 1 market	\$7,800.00
	Subway Advertising, Diorama Rail-Train Advertising, Diorama	50 units for 1 month in 1 market	\$14,200.00
	Airport Advertising, Diorama	10 units for 1 month in 1 market	\$19,800.00
	Billboard Advertising	10 units for 1 month in 1 market	\$24,800.00
	Internet Advertising, Banner	30 rotating banner ads for 1 month in 1 market	\$19,800.00
	Radio Advertising	10 weekly 30-sec. spots for 1 month in 1 market	\$19,800.00
	Television Advertising	10 weekly 30-sec. spots for 1 month in 1 market	\$39,800.00
	Newspaper Advertising	2 weekly half-page ads for 1 month in 1 market	\$9,800.00
	Magazine Advertising	1 half-page ad for 1 month in 1 market	\$29,800.00

Bus Advertising



Bench Advertising



Bus Stop Shelter Advertising



Subway Advertising



Rail-Train Advertising



Airport Advertising



Billboard Advertising



III. ADVERTISING MARKETS (CITIES)

Advertising space may be available in some of the following markets (cities):

<u>State</u>	<u>Market</u>
Alabama	Birmingham (Anniston and Tuscaloosa), AL
Alabama	Dothan, AL
Alabama	Huntsville-Decatur (Florence), AL
Alabama	Mobile (incl. University of South Alabama), AL
Alabama	Montgomery-Selma, AL
Alaska	Anchorage, AK
Alaska	Fairbanks, AK
Alaska	Juneau, AK
Arizona	Phoenix, AZ
Arizona	Tucson (Sierra Vista), AZ
Arkansas	Ft. Smith-Fayetteville-Springdale-Rogers, AR
Arkansas	Jonesboro, AR
Arkansas	Little Rock-Pine Bluff, AR
Arkansas	Monroe, LA-El Dorado, AR
California	Antelope Valley (incl. Lancaster & Palmdale), CA
California	Bakersfield, CA
California	Chico-Redding, CA
California	Coachella Valley (incl. Palms Springs & Thousand Palms), CA
California	Davis, CA
California	East Bay (Alameda County, incl. Oakland), CA
California	East Bay (Contra Costa County, incl. Concord & Walnut Creek), CA
California	Eureka, CA
California	Fairfield, CA
California	Fresno-Visalia, CA
California	Inland Empire, CA
California	Los Angeles, CA
California	Long Beach, CA
California	Marin (incl. San Rafael), CA
California	Merced, CA
California	Modesto, CA
California	Monterey-Salinas, CA
California	Napa, CA
California	Orange County (incl. Santa Ana), CA
California	Palm Springs, CA
California	Riverside County, CA
California	Sacramento, CA
California	San Bernardino County, CA

<u>State</u>	<u>Market</u>
California	San Diego, CA
California	San Francisco, CA
California	San Joaquin County (incl. Stockton), CA
California	San Mateo County (incl. Redwood City), CA
California	Santa Barbara-Santa Maria-San Luis Obispo, CA
California	Santa Clara Valley (incl. San Jose & Silicon Valley), CA
California	Santa Cruz, CA
California	Sonoma County (incl. Santa Rosa), CA
California	Vallejo, CA
California	Ventura County (incl. Oxnard), CA
Colorado	Roaring Fork Valley (incl. Aspen), CO
Colorado	Yuma, AZ-El Centro, CO
Colorado	Colorado Springs-Pueblo, CO
Colorado	Fort (Ft.) Collins, CO
Colorado	Denver, CO
Colorado	Eagle County (incl. Vail), CO
Colorado	Grand Junction-Montrose, CO
Colorado	Summit County, CO
Colorado	Winter Park (incl. Grand County), CO
Connecticut	Bridgeport, CT
Connecticut	Hartford, CT
Connecticut	New Haven (incl. Wallingford), CT
Connecticut	Norwalk, CT
Connecticut	Norwich, CT
Connecticut	Stamford, CT
Connecticut	Waterbury (a/k/a Central Naugatuck Valley), New Britain, Bristol, and Meriden, CT
Delaware	New Castle County (Wilmington)-Kent County (incl. Dover)-Sussex County, DE
Florida	Daytona Beach, FL
Florida	Fort (Ft.) Lauderdale, FL
Florida	Fort (Ft.) Myers-Naples, FL
Florida	Gainesville, FL
Florida	Jacksonville, FL
Florida	Lakeland, FL
Florida	Manatee County (incl. Brandenton), FL
Florida	Melbourne, FL
Florida	Miami (incl. Miami Beach), FL
Florida	Orlando, FL
Florida	Palm Beach, FL
Florida	Panama City, FL
Florida	Pensacola-Fort (Ft.) Walton Beach, FL

<u>State</u>	<u>Market</u>
Florida	Sarasota, FL
Florida	Saint (St.) Petersburg-Clearwater, FL
Florida	Tallahassee (incl. Florida State University & Florida A&M University), FL
Florida	Tampa, FL
Florida	West Palm Beach-Fort (Ft.) Pierce, FL
Georgia	Albany, GA
Georgia	Atlanta, GA
Georgia	Athens (incl. University of Georgia), GA
Georgia	Augusta, GA
Georgia	Columbus, GA
Georgia	Macon, GA
Georgia	Savannah, GA
Georgia	Thomasville, GA
Hawaii	Honolulu, HI (Island of Oahu)
Idaho	Boise, ID
Idaho	Idaho Falls-Pocatello, ID
Idaho	Twin Falls, ID
Illinois	Champaign, IL
Illinois	Chicago, IL
Illinois	Decatur, IL
Illinois	Macomb (incl. Western Illinois University), IL
Illinois	Madison, IL
Illinois	Paducah, KY-Cape Girardeau, MO-Harrisburg, IL
Illinois	Peoria-Bloomington, IL
Illinois	Rockford, IL
Illinois	Rock Island County (incl. Moline), IL
Illinois	Springfield, IL
Illinois	Saint (St.) Clair County (incl. East Saint (St.) Louis), IL
Indiana	Bloomington, IN
Indiana	Evansville, IN
Indiana	Fort (Ft.) Wayne, IN
Indiana	Gary, IN
Indiana	Indianapolis, IN
Indiana	Lafayette, IN
Indiana	Muncie (incl. Ball State University), IN
Indiana	South Bend-Elkhart, IN
Indiana	Terre Haute, IN
Iowa	Ames, IA
Iowa	Cedar Rapids City & Dubuque, IA
Iowa	Davenport, IA

<u>State</u>	<u>Market</u>
Iowa	Des Moines, IA
Iowa	Iowa City (incl. University of Iowa), IA
Iowa	Quincy, IL-Hannibal, MO-Keokuk, IA
Iowa	Sioux City, IA
Iowa	Waterloo, IA
Kansas	Joplin, MO-Pittsburg, KS
Kansas	Kansas City, KS
Kansas	Topeka, KS
Kansas	Wichita-Hutchinson, KS
Kentucky	Bowling Green, KY
Kentucky	Lexington, KY
Kentucky	Louisville, KY
Kentucky	North Kentucky (incl. Fort (Ft.) Wright & Covington), KY
Louisiana	Alexandria, LA
Louisiana	Baton Rouge, LA
Louisiana	Lafayette, LA
Louisiana	Lake Charles, LA
Louisiana	New Orleans, LA
Louisiana	Shreveport, LA
Maine	Bangor, ME
Maine	Portland-Auburn, ME
Maine	Presque Isle, ME
Maryland	Annapolis, MD
Maryland	Baltimore, MD
Maryland	Montgomery County (incl. Rockville), MD
Maryland	Prince George's County, MD
Maryland	Salisbury, MD
Massachusetts	Amherst & Northampton (incl. University of Massachusetts), MA (Manchester, NH)
Massachusetts	Attleboro Taunton, MA
Massachusetts	Boston, MA (Manchester, NH)
Massachusetts	Boston's Longwood Medical Area, Kenmore Square, Chestnut Hill & Cambridge, MA
Massachusetts	Brockton, MA
Massachusetts	New Bedford-Fall River, MA
Massachusetts	Springfield, MA
Massachusetts	Worcester, MA
Michigan	Alpena, MI
Michigan	Ann Arbor, MI
Michigan	Detroit, MI
Michigan	Flint-Saginaw-Bay City, MI
Michigan	Grand Rapids-Battle Creek, MI

<u>State</u>	<u>Market</u>
Michigan	Kalamazoo, MI
Michigan	Lansing, MI
Michigan	Marquette, MI
Michigan	Traverse City-Cadillac, MI
Minnesota	Duluth, MN
Minnesota	Mankato, MN
Minnesota	Minneapolis-St. Paul, MN
Minnesota	Rochester, MN-Mason City, IA-Austin, MN
Minnesota	Saint (St.) Cloud, MN
Mississippi	Biloxi-Gulfport, MS
Mississippi	Columbus-Tupelo-West Point, MS
Mississippi	Greenwood-Greenville, MS
Mississippi	Hattiesburg-Laurel, MS
Mississippi	Jackson, MS
Mississippi	Meridian, MS
Missouri	Columbia-Jefferson City, MO
Missouri	Kansas City, MO
Missouri	Ottumwa, IA-Kirksville, MO
Missouri	Springfield, MO
Missouri	St. Joseph, MO
Missouri	St. Louis, MO
Montana	Billings, MT
Montana	Butte-Bozeman, MT
Montana	Glendive, MT
Montana	Great Falls, MT
Montana	Helena, MT
Montana	Missoula, MT
Nebraska	Cheyenne, WY-Scottsbluff, NE
Nebraska	Lincoln & Hastings-Kearney, NE
Nebraska	North Platte, NE
Nebraska	Omaha, NE
Nevada	Las Vegas, NV
Nevada	Reno, NV
Nevada	Stateline (incl. Lake Tahoe), NV
New Hampshire	Concord, NH
New Hampshire	Portsmouth, Dover, Newington and Durham (incl. University of New Hampshire), NH
New Jersey	Newark, NJ
New Jersey	Entire State of NJ
New Mexico	Albuquerque, NM
New Mexico	Santa Fe, NM

<u>State</u>	<u>Market</u>
New York	Albany-Schenectady-Troy, NY
New York	Binghamton, NY
New York	Buffalo-Niagara Falls, NY
New York	Elmira, NY
New York	Ithaca, NY
New York	Long Island (Nassau County), NY
New York	Long Island (Suffolk County), NY
New York	New York City (Bronx, The), NY
New York	New York City (Brooklyn), NY
New York	New York City (Manhattan), NY
New York	New York City (Queens), NY
New York	New York (Staten Island), NY
New York	Rochester, NY
New York	Rome-Utica, NY
New York	Syracuse, NY
New York	Watertown, NY
New York	Westchester County (incl. White Plains & Yonkers), NY
North Carolina	Chapel Hill, NC
North Carolina	Charlotte, NC
North Carolina	Durham, NC
North Carolina	Fayetteville, NC
North Carolina	Greensboro-High Point, NC
North Carolina	Greenville-New Bern-Washington, NC
North Carolina	Raleigh, NC
North Carolina	Wilmington, NC
North Carolina	Winston-Salem, NC
North Dakota	Fargo & Moorhead-Valley City, ND
North Dakota	Minot-Bismarck & Mandan-Dickinson (Williston), ND
Ohio	Akron, OH
Ohio	Canton, OH
Ohio	Cincinnati, OH
Ohio	Cleveland, OH
Ohio	Columbus, OH
Ohio	Dayton, OH
Ohio	Lima, OH
Ohio	Toledo, OH
Ohio	Wheeling, WV-Steubenville, OH
Ohio	Youngstown, OH
Ohio	Zanesville, OH
Oklahoma	Oklahoma City, OK
Oklahoma	Oklahoma State University, OK

<u>State</u>	<u>Market</u>
Oklahoma	Sherman, TX-Ada, OK
Oklahoma	Tulsa, OK
Oklahoma	Wichita Falls, TX-Lawton, OK
Oregon	Bend, OR
Oregon	Eugene, OR
Oregon	Medford-Klamath Falls, OR
Oregon	Portland, OR
Oregon	Salem, OR
Pennsylvania	Allentown, PA
Pennsylvania	Erie, PA
Pennsylvania	Harrisburg, PA
Pennsylvania	Johnstown-Altoona, PA
Pennsylvania	Lancaster, PA
Pennsylvania	Lebanon, PA
Pennsylvania	Monroe County, PA
Pennsylvania	Philadelphia, PA
Pennsylvania	Pittsburgh, PA
Pennsylvania	Reading, PA
Pennsylvania	State College (incl. Pennsylvania State University), PA
Pennsylvania	Westmoreland County (incl. Greensburg), PA
Pennsylvania	Wilkes Barre-Scranton, PA
Pennsylvania	Williamsport, PA
Pennsylvania	York County, PA
Puerto Rico	San Juan, PR
South Carolina	Charleston, SC
South Carolina	Columbia, SC
South Carolina	Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC
South Carolina	Myrtle Beach-Florence, SC
South Dakota	Rapid City, SD
South Dakota	Sioux Falls (Mitchell), SD
Tennessee	Chattanooga, TN
Tennessee	Jackson, TN
Tennessee	Knoxville, TN
Tennessee	Memphis, TN
Tennessee	Nashville, TN
Tennessee	Tri-Cities, TN-VA
Texas	Abilene-Sweetwater, TX
Texas	Amarillo, TX
Texas	Austin, TX
Texas	Beaumont-Port Arthur, TX
Texas	College Station-Bryan (incl. Texas A&M University), TX

<u>State</u>	<u>Market</u>
Texas	Corpus Christi, TX
Texas	Dallas, TX
Texas	Denton County (incl. Lewisville & University of North Texas), TX
Texas	El Paso, TX
Texas	Fort (Ft.) Worth, TX
Texas	Harlingen-Weslaco-Brownsville-McAllen, TX
Texas	Houston, TX
Texas	Laredo, TX
Texas	Lubbock (incl. Texas Technical University), TX
Texas	Odessa-Midland, TX
Texas	San Angelo, TX
Texas	San Antonio, TX
Texas	Tyler-Longview (Lufkin & Nacogdoches), TX
Texas	Victoria, TX
Texas	Waco-Temple-Bryan, TX
Utah	Logan, UT
Utah	Park City, UT
Utah	Salt Lake City, UT
Virginia	Blacksburg, VA
Virginia	Burlington, VT-Plattsburgh, NY
Virginia	Charlottesville, VA
Virginia	Hampton-Norfolk-Virginia Beach, VA
Virginia	Harrisonburg, VA
Virginia	Lynchburg, VA
Virginia	Portsmouth-Newport News, VA
Virginia	Richmond-Petersburg, VA
Virginia	Roanoke-Lynchburg, VA
Virginia	Williamsburg, VA
Washington	Bellingham, WA
Washington	Bremerton, WA
Washington	Everett, WA
Washington	Grays Harbor, WA
Washington	Olympia, WA
Washington	Richland, WA
Washington	Seattle, WA
Washington	Snohomish County (excl. Everett), WA
Washington	Spokane, WA
Washington	Tacoma, WA
Washington	Vancouver, WA
Washington	Wenatchee (Chelan & Douglas Counties), WA
Washington	Yakima-Pasco-Kennewick, WA

Blue Line Media LLC GSA Contract
No. GS-07F-0259V



<u>State</u>	<u>Market</u>
Washington, DC	Washington, DC
West Virginia	Bluefield-Beckley-Oak Hill, WV
West Virginia	Charleston, WV
West Virginia	Clarksburg-Weston, WV
West Virginia	Huntington, WV
West Virginia	Parkersburg, WV
Wisconsin	Eau Claire, WI
Wisconsin	Green Bay-Appleton, WI
Wisconsin	Janesville, WI
Wisconsin	Kenosha, WI
Wisconsin	La Crosse, WI
Wisconsin	Madison, WI
Wisconsin	Milwaukee, WI
Wisconsin	Racine, WI
Wisconsin	Sheboygan, WI
Wisconsin	Superior, WI
Wisconsin	Waukesha, WI
Wisconsin	Wausau-Rhineland, WI
Wyoming	Casper-Riverton, WY

IV. LABOR CATEGORIES

LABOR CATEGORY	DESCRIPTION
Account Executive	<p>Account Executives have major input in strategic marketing plans developed for clients, and direct responsibility for overall project management and day-to-day relationship with clients. Requires account planning/management experience at an ad agency, design or creative services firm or similar level of responsibility with an advertiser. Superior writing and verbal communication skills. Understanding of integrated marketing, branding, and communications channels. Central point of contact for client and all agency departments working on client projects, including creative, production, media planning/buying, PR and interactive. Develops or collaborates with clients on creative briefs that are used by the account team to direct strategy.</p> <p>Minimum Education: B.A. Minimum Experience: 2 years in similar line of work</p>
Account Supervisor	<p>A solid background in mid- to senior-level marketing positions entailing strategic communications, integrated cross-channel marketing, relationship management, branding, and staff supervision. Advanced verbal and written communications skills, analytical thinking, and interpersonal dynamics required. Must be a capable personnel manager with team building skills and mentoring abilities. Duties also include strategy development and review; estimates, quotes and reconciliation statements to ensure budget compliance; review of advertising plans, PR plans, and creative briefs. A clear understanding of today's marketing and advertising business is essential. The account supervisor bears final responsibility for the accounts' growth and profitability.</p> <p>Minimum Education: B.A. Minimum Experience: 2 years in similar line of work</p>
Art Director	<p>Experience creating and executing advertising, design and presentation concepts for a wide array of media. Ability to think conceptually and work as part of a creative team, a track record for conceptualizing ad campaigns and other marketing materials, experience directing photo shoots and working knowledge of design hardware, software and new communications vehicles and techniques. Responsible for art concepts in the production of advertising and other marketing materials. Works with Copywriter as a team, or receives copy from the Copy Department and Account Service which is translated into advertising and promotional concepts. May also work as part of an art team with another Art Director.</p> <p>Minimum Education: B.A. Minimum Experience: 2 years in similar line of work</p>
Copywriter	<p>Works with Art Director(s) in development of ad campaigns, broadcast scripts, direct mail and other creative materials. Creates concepts, themes and writes copy that helps to build awareness of client product benefits to stimulate sales. Has copy oversight of creative product from inception through completion to help ensure maintenance of message through approval of design. Researches clients' products/services/image to ensure ability to write accurate, on-target copy/concepts for assigned projects. Assists in writing proposals, marketing plans, publicity, etc., as requested.</p> <p>Minimum Education: B.A. Minimum Experience: 2 years in similar line of work</p>
Creative Director	<p>Progressive experience in design, art direction or copywriting, managing creative staff, and developing a broad scope of creative concepts and deliverables, such as brand identity, advertising, direct mail, collateral, broadcast, outdoor, point of purchase, sales promotion, and integrated brand awareness campaigns. Understanding and knowledge of brand</p>

LABOR CATEGORY	DESCRIPTION
	<p>strategy and integrating communications across multiple media channels. Strong abilities in distilling complex concepts and creating communications with impact that can extend to multiple media. Assigns all creative projects within the agency staff and chooses which freelancers will work on which creative assignments. Provides creative direction and approves all creative work before it is presented to the client.</p> <p>Minimum Education: B.A. Minimum Experience: 2 years in similar line of work</p>
Designer	<p>Develops design concepts and executes them in collateral, brand identity, direct mail, advertising, posters and other materials to support marketing and communication goals. Designs materials according to creative briefs provided by Account Executive and direction from Creative Director/Senior Art Director. Develops design concepts that support project positioning and messaging. May art direct photography sessions and work with freelancers as needed. Works with other Art Directors, Copywriters and additional designated team personnel in production of materials. Works with Senior Art Designer/Creative Director in selection of papers, inks, vendors, models, freelancers, and any and all outside sources/purchases needed to fulfill production of each project. Has working knowledge of computer design software and hardware and strives to stay current in level of knowledge and abilities.</p> <p>Minimum Education: B.A. Minimum Experience: 2 years in similar line of work</p>
Media Director	<p>Responsible for planning and buying media space on behalf of clients. Experience should include understanding and knowledge of research sources, ability to plan for and budget media buys, experience executing and managing media insertions, strong analytical, negotiation, and project management skills, strong writing and verbal presentation skills. Job duties include knowledge of changing media landscape and new media options; preparation of media schedules, cost estimates and contracts; negotiations with media companies to obtain best value for client; Issues insertion orders for each insertion placed and establishes deadlines for needed materials. Makes timely placement of all media according to schedules. Maintains updated media insertion orders in client books (cancellations, date, size changes, etc.) and distributes the updated orders.</p> <p>Minimum Education: B.A. Minimum Experience: 2 years in similar line of work</p>
Production Director	<p>Manages the scheduling, pricing, and production of all the work delivered by creative department. Thorough understanding of print production, printing techniques, paper stock, mailing criteria, postal regulations, and other production variables, May supervise a production artist, traffic manager, or production coordinator, so management experience or training important. Prepares production estimates based on briefings from Account Executives and Account Coordinators with input from Creative Director, as needed. Obtains competitive quotes on every outside buy from a range of quality vendors. Issues purchase orders for all outside buys for client projects. Supervises work done by suppliers (printers, output bureaus, tradeshow equipment suppliers, specialty promotional companies etc.) Coordinates with Media Director and/or Account Services to be sure publication material deadlines are met.</p> <p>Minimum Education: B.A. Minimum Experience: 2 years in similar line of work</p>
Production Specialist	<p>Provides production and computer support of agency work and operations. Provides IT support for all electronic media. Prepares graphic files for print, manages the agency's Web FTP site, and preflights all creative materials before they leave the agency. Provides basic user assistance for general application software functions. Accesses online tech support as needed for agency</p>

LABOR CATEGORY	DESCRIPTION
	<p>owned and licensed software and hardware, and downloads any necessary patches, upgrades or new software as required.</p> <p>Minimum Education: B.A. Minimum Experience: 2 years in similar line of work</p>
Public Relations Director	<p>Creates and implements all PR programs and publicity activities for agency and its clients. Responsible for PR strategy, media relations programs, communications plans and materials, interacting with the media, and identifying PR opportunities. Strong writing and verbal communications skills. Meets regularly with Media Director and Account Services to coordinate publicity placement and contribute to an integrated marketing approach for maximum benefit. Suggests graphics, photos, charts and other imagery to accompany PR materials. Supervises any Public Relations Account Executive(s), Publicity Writer(s) or PR Coordinators.</p> <p>Minimum Education: B.A. Minimum Experience: 2 years in similar line of work</p>
Senior Art Director	<p>Manages art department and provides direction and guidance to art directors and design staff. Oversees concept development and visual execution of creative work. Examines and approves finished art and conceptual material. Experience in a broad array of creative services and media, including print and online advertising, print and online direct mail, brand identity and brand image campaigns, collateral and other creative services. Consults with Creative Director, Copywriters, Production, and Account Service personnel as necessary to create impactful communications that achieve marketing objectives.</p> <p>Minimum Education: B.A. Minimum Experience: 2 years in similar line of work</p>
Web Designer	<p>Concepts, designs and assists in development of on-line advertising, websites and other interactive communications that are functional and effective in achieving client's goals and objectives. Web designer should have a strong design sensibility and cutting edge online creative skills, with ability to develop banner ads, buttons, interstitials, Flash, and multimedia presentations. Reports to Creative Director. Should have extensive knowledge of and experience in typographic, identity, Web, information and interactive design, with familiarity in QuickTime, Dreamweaver and Flash as well as HTML. Knowledge of Macromedia, XMLm, JavaScript a plus. Works with web programmers and web copywriters/content developers on concepts and execution. Works as part of client team with account executives, media director, production and traffic staff.</p> <p>Minimum Education: B.A. Minimum Experience: 2 years in similar line of work</p>